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Claims

The claims defining the invention are as follows:

- 5 1. A method for managing an interactive TV application with one or more parameters dependent on a broadcasting platform, said method including the steps of:
 configuring said interactive TV application based on said one or more parameters; and
 managing said configured application on said broadcast platform dependent on
10 the configuration of said application.
2. The method of claim 1, further including the step of verifying said configured application, and wherein said managing step is performed on said verified and configured application.
- 15 3. The method according to claim 1 or 2, wherein said managing step includes the step of deploying said configured application.
4. The method according to claim 3, wherein said deploying step includes
20 uploading said configured application into a playout device.
5. The method according to claim 3, further including the step of approving said configured application, wherein said configured application is deployed dependent upon said approving step.
- 25 6. The method according to claim 3, 4, or 5, wherein said deploying step includes the step of transmitting said configured application to one or more remote receivers of a broadcast network capable of using said configured application to provide an interactive TV service.
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7. The method according to claim 3, 4, or 5, wherein said deploying step includes the step of testing said configured application.

8. The method according to claim 3, 4, or 5, wherein said deploying step
5 includes the step of developing said configured application.

9. The method according to claim 4, further including the step of unloading said configured application.

10. The method according to claim 1, wherein said managing step includes
10 one or more of the steps of: destroying said configured application, and archiving said configured application.

11. A system for managing an interactive TV application with one or more
15 parameters dependent on a broadcasting platform, said system including:

means for configuring said interactive TV application based on said one or more parameters; and

means for managing said configured application on said broadcast platform dependent on the configuration of said application.

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12. The system of claim 11, further including means for verifying said configured application, and wherein said managing means uses said verified and configured application.

13. The system according to claim 11 or 12, wherein said managing means
25 includes means for deploying said configured application.

14. The system according to claim 13, wherein said deploying means includes means for uploading said configured application into a playout device.

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15. The system according to claim 13, further including means for approving said configured application, wherein said configured application is deployed dependent upon said approving step.

5 16. The system according to claim 13, 14, or 15, wherein said deploying means includes means for transmitting said configured application to one or more remote receivers of a broadcast network capable of using said configured application to provide an interactive TV service.

10 17. The system according to claim 13, 14, or 15, wherein said deploying means includes means for testing said configured application.

18. The system according to claim 13, 14, or 15, wherein said deploying means includes means for developing said configured application.

15 19. The system according to claim 14, further including means for unloading said configured application.

20 20. The system according to claim 11, wherein said managing means includes means for destroying said configured application, and means for archiving said configured application.

21. A method for managing an interactive TV service on two or more different playout devices, said method including the steps of:
25 modelling a single interactive TV service on said two or more different playout devices; and
adapting an application dependent on said modelling means to provide two or more modified applications for use with said two or more playout devices, respectively, to provide said interactive TV service.

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22. The method according to claim 21, further including the step of providing instructions and application data to each of said two or more playout devices.

5 23. The method according to claim 21, further including the step of providing said application to each of said two or more playout devices using a corresponding device adaptor for wrapping the control functionality provide by each respective playout device.

10 24. A system for managing an interactive TV service on two or more different playout devices, said system including:
means for modelling a single broadcast service on said two or more different playout devices; and
means for adapting an application dependent on said modelling means to
15 provide two or more modified applications for use with said two or more playout devices, respectively, to provide said interactive TV service.

20 25. The method according to claim 24, further including means for providing instructions and application data to each of said two or more playout devices.

26. The method according to claim 24, further including means for providing said application to each of said two or more playout devices using a corresponding device adaptor for wrapping the control functionality provide by each
25 respective playout device.

27. A method for granting access rights to operations on a broadcast platform, said method including the steps of:
generating privilege rules for using said broadcast platform; and

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demarcating actions and roles that can be performed on said broadcast platform by each of at least two service providers in relation to an application of each service provider dependent upon said privilege rules.

5 28. The method according to claim 27, wherein different privilege rules are generated for each application of said at least two service providers.

 29. The method according to claim 27, further including the step of providing said privilege rules to each of said at least two service providers,
10 respectively.

 30. A system for granting access rights to operations on a broadcast platform, said system including:
 means for generating privilege rules for using said broadcast platform; and
15 means for demarcating actions and roles that can be performed on said broadcast platform by each of at least two service providers in relation to an application of each service provider dependent upon said privilege rules.

 31. The system according to claim 30, wherein different privilege rules are
20 generated for each application of said at least two service providers.

 32. The system according to claim 30, further including means for providing said privilege rules to each of said at least two service providers, respectively.
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 33. A distributed computer system for defining and managing rules by which a broadcast network provider grants privileges to an interactive TV service provider to interactive broadcast services, said system comprises:
 a client computer for setting up said rules;

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a server computer of a network provider for providing interactive broadcast service and demarcating rights that said interactive service provider is granted based on said rules; and

5 a server computer of said interactive TV service provider for providing said interactive application to said network provider and persisting a demarcation between said server computer of said network provider and said server computer of said interactive TV service provider.

10 34. The system according to claim 33, wherein said client computer grants privileges on a broadcast platform, which defines properties of a demarcation line.

35. The system according to claim 34, wherein said network provider server computer includes:

means for persisting said demarcation line properties;
15 means for sending said demarcation line properties to said service provider server computer; and
means for synchronising said demarcation line properties.

20 36. The system according to claim 35, wherein said network provider server computer authenticates that said interactive TV service provider has rights to perform desired operations on a particular interactive TV service as granted by said network provider using said demarcation line properties.

25 37. The system according to claim 33, wherein said service provider server computer includes:

means for receiving demarcation line properties; and
means for persisting said demarcation line properties.

30 38. The system according to claim 37, wherein said service provider server computer authenticates that said interactive TV service provider has rights to perform

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desired operations on a particular interactive TV service as granted by said network provider using said demarcation line properties.

39. The system according to claim 35, wherein said demarcation line
5 properties of said server computer of said network provider includes:
an interactive TV service provider name;
an interactive TV service identification;
defined user roles that said interactive service provider has been granted by
said network provider; and
10 a definition of which broadcast platform operations that said user roles
includes.

40. A system for managing interactive TV services on multiple platforms
comprises:
15 two or more play-out systems, accessible via a plurality of networked
computers, for receiving instructions and application data;
a software adaptor, wrapping control functionality provided by said play-out
systems, per each play-out system; and
server software.

20 41. The system according to claim 40, wherein said server software
manages:
persistence of play-out system specific data; and
said software adaptor deployed.

25 42. The system according to claim 40, wherein each interactive TV service
introduced has a number of deployment configurations that hold data about each play-
out system and settings of each play-out system.

30 43. The system according to claim 40, wherein said server software
manages and handles digital signatures for applications that have been approved at

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each of said different play-out systems, that an application cannot be put onto a production play-out system until said application has a digital signature from being approved at a test play-out system.

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